



WHITE HOUSE WRITERS GROUP, INC.

October 3, 2018

Mr. Filip Rdesiński
President
Mr. Maciej Świrski
Representative, International Projects
Polish National Foundation
Al. Jana Pawła II 12
00-124 Warsaw
Poland

Re: Consulting Services – Updated Scope of Work

Dear Sirs:

As you requested, I am writing to outline the updated scope of services now being provided by the White House Writers Group (“WHWG”) to the Polish National Foundation (“PNF”). This update seeks to reflect more accurately the breadth of our current activities and to acknowledge that the scope of our work has expanded rapidly far beyond our initial understanding, demanding additional personnel and requiring substantial new resources. Hence the recent approval for doubling our monthly retainer.

As originally laid out in our agreement, all of WHWG’s efforts aim to further Poland’s position and positive perception in the United States and, more generally, in the West. When we began our working relationship last fall, the project was envisioned for 3 people: one bilingual full-time senior consultant, and 2 other principals contributing their time, influence, and expertise, as needed.

As the project has grown organically, so has the scope of work, making it necessary to more than tripple the size of the Poland team. Time demands and travel requirements (both domestic and international) have all increased exponentially almost overnight. Our approach was to take advantage of every opportunity that would benefit Poland. Our activities attracted, rather quickly, the attention of American allies (e.g. journalists, advisors to the US government, investors, business leaders, executives in key strategic sectors, academics, high-ranking members of the US military, staffers, etc.), and we engaged with those who approached us offering to help.

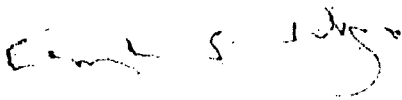
As you will see below, some of the areas on which we focus are entirely new, a result of pursuing opportunities and ideas that presented themselves in the course of our work. Others are a significant extension of our original understanding. We are devoting time to the following:

- helping build relationships and develop mutual access between principals in Poland and the US, creating opportunities for meaningful cooperation, trust, and bilateral relations;
- developing lines of communication between influencers in the West and articulate, effective, English-speaking message carriers in Poland to help explain strategy and policy to the Western world;
- facilitating visits to Poland by representatives of US organizations and official advisory groups to enable fact-finding missions that allow Americans to form an opinion of the country and its institutions first-hand and to see a more accurate picture of Poland than news reports can offer.
- creating a one-stop information hub (website and associated social media accounts) to help present Poland's perspective and promote the country's message to the world by highlighting, contextualizing, and explaining content that is often neglected, overlooked, or deliberately silenced;
- developing fact sheets that allow anyone curious about Poland to learn the truth in detail about the country's policies, reforms, accomplishments, and challenges;
- enlisting an elite public relations firm to work with us to amplify Poland's message and help reach a wider audience;
- helping promote the public diplomacy efforts by the representatives of Poland collaborating with the PNF in the US;
- conceptualizing, organizing, and executing conferences, panel discussions, and other media events (this is an ongoing, resource-intensive process yielding opinion-shaping results), focusing on themes and subjects of that are important for Poland and/or explaining misperceptions about Poland that require correction;
- collaborating extensively and building long-term partnerships for the PNF with individuals and organizations whose interests, objectives, and/or mission statements align with Poland's;
- negotiating the creation of a Polish Program that would enable Poland to tell its story in the capital of the United States and beyond, and to educate the Western public about its past and the toll that communism and its propaganda took on Poland, its people, and its international reputation;
- planning a monument in Washington DC to the 1920 victory over communism in the Battle of Warsaw;
- collaborating, with the Victims of Communism Memorial Foundation, on the establishment of a permanent museum devoted to educating the world about the evils of communism and remembering its 100 million victims;

- contributing to the creation of a strategic communications infrastructure that can serve Poland for years to come (a complex effort involving experts from multiple fields in multiple countries);

We continue to place a special emphasis on the strategic nature of Poland-US bilateral relations, while aggressively advancing -- through writings, events, and other means -- Poland's energy and security interests as well as the appreciation for its complex history and rich culture. We look forward to continuing to assist PNF promote Poland's interests in the months and years to come.

Sincerely,



Clark S. Judge
Managing Director
White House Writers Group